

PHOENIX
MARKETING &
RESearch, INC.

4132 Sunrise Highway, Oakdale, New York 11769 • (516) 244-2930
FAX (516) 244-2749

February 7, 1994

Fran Goehl
Manager, Purchasing

Mark Saine
Manager Finance

Philip Morris U.S.A.
120 Park Ave.
New York, N.Y. 10017

Dear Managers:

The enclosed information details our bid for Marlboro
Autoracing and Community marketing events as requested.


As you will see the cost estimates are based on past
experience and actual invoices from last year are
included.

We offer this information in the hopes of providing
to you a realistic price quote to execute these
programs with no hidden costs or surprises.

Please keep in mind that the numbers presented are
real and account for all services and demands that
have been and will be placed upon us over the course
of this agreement by Philip Morris.
It is our past experience in both the execution
and finance of these programs that offers Philip
Morris the most return on investment.

Thank you for the opportunity to submit this
information and we look forward to favorable
response.

Sincerely,



Steven Bellissimo
Vice President

SJB/in

2073350750

PHOENIX MARKETING & RESEARCH, INC.

4132 Sunrise Highway, Oakdale, New York 11769 • (516) 244-2930
FAX (516) 244-2749

ANALYSIS OF BUDGET BREAKDOWN

CATEGORY	AMOUNT	MANAGEMENT FEE	%
Labor	908,205	122,606	13%
Flights	48,200	N/A	
Rentals	79,350	N/A	
Shipping	5,700	N/A	
Briefing Rooms	3,600	N/A	
Storage	53,000	N/A	
Drayage *	94,500	N/A	
Telecommunications	14,000	N/A	
Manager Salary	134,625	17,875	13%
Manager Expenses	134,625	N/A	
Accounting Fees / Permits	26,464	N/A	
Administrative Pass Through	71,415	N/A	
TOTAL	1,573,684	140,481	8% overall
			13% eliminating pass through costs

* as directed by Jose Fontanez

2073350751